

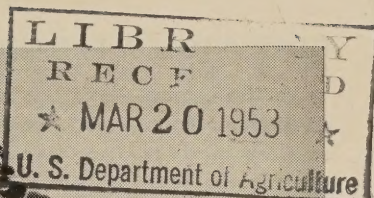
## **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.



62.27

Ra



RUBY BI-COLOR DOUBLE GIRL

# **NEW**

# **AFRICAN VIOLETS**

## **FALL 1952**

**The MAHR COMPANY**

Box 585

DES MOINES, IOWA

*Growers and Hybridizers of the Finest in African Violets*

## DEAR VIOLET FRIENDS:

We think, every year, "this is the greatest year yet for new, and beautiful violets" . . . and every year we have to change our opinion when we see the new seedlings come up. This year is no exception. The new varieties are the most gorgeous things we've EVER seen. The new GIRL doubles, the new variegated flowers and the new types of foliage are unsurpassed for brilliance of color, beautiful combinations and large size. No matter how many violets you now have, you'll get an entirely NEW thrill out of these fine hybrids. We want to again thank our friends for the fine letters complimenting us on our plants and packing. We will try to continue to deserve this praise by giving faster service and by perfecting every detail in packing, shipping and growing.

Please visit our greenhouses when you are near Des Moines — we enjoy visiting with you and talking over the new things coming in violets. We'd like, too, to show you some of our new novelty seedlings that show exceptional promise.

*Again, thank you—*

**THE MAHR COMPANY**

★ ★ ★

## PLEASE READ BEFORE ORDERING—

### . . . *About Postage*

We pay postage on all orders of \$7.50 or over. Orders amounting to less than \$7.50 please include 50c for postage, packing and handling. We do not ship C.O.D. as it slows down our delivery schedules. Money order or personal check is best way to remit.

• • •

### . . . *About Our African Violets*

Every plant we ship is a full, heavy, mature plant in bud and bloom or about to bloom. We strive to give something extra in size and quality. There is a crisp, yet tough feeling, to a well-grown violet that an expert senses immediately on handling it.

Proper greenhouse culture is the basis of a fine violet. We feel that our grower is the finest in the country. We're sure you'll agree with us when you see the results of his work.

• • •

### . . . *About Our Guarantee*

We guarantee each order we send out to be filled with plants of superior quality, true to name. We guarantee each shipment to reach you safely and undamaged. We guarantee to replace any of our products that do not reach you in first-class condition, or refund your money, including any transportation charges paid by you. Your order is a matter of personal and individual concern to us.

• • •

### . . . *About Our Packing*

"I have ordered many violets, but I have never seen one packed so expertly as my Lady Geneva" . . . "My Double Neptune arrived in perfect condition, it continued to bloom without the slightest setback." These are samples of the letters we receive. We feel that we have developed an almost completely damage-proof method of shipment.

• • •

### . . . *About Shipping*

We ship the year 'round, but acknowledge orders during severe weather and ship when weather moderates. We keep close watch on weather readings throughout the country. Please allow a reasonable time for delivery. Processing your order and packing must be done without haste to avoid mistakes and damage. All orders are filled in rotation. Out-of-stock items are usually available again within a month to 6 weeks, as we have new crops continually coming into shipping size. PLEASE ADVISE US IF WE MAY HOLD YOUR ORDER UNTIL PLANTS ARE AVAILABLE, in this way we can give you larger plants and finer stock of the new varieties.

• • •

### . . . *About Mistakes*

If there is a mistake in your order, please tell us promptly and we will correct it.

# NEW VARIETIES

These are the latest and newest violets—many of them are exclusive with us—and the product of many years of hybridizing. You'll find them especially rewarding in prolific blooms, substantial foliage and excellent growing habits. As the supply is still somewhat limited, we suggest early ordering.

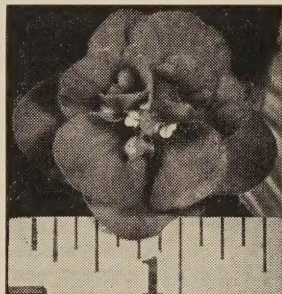


## Black Beauty Double Girl \$2<sup>50</sup>

A sensational new double with exquisite girl foliage. The color is so dark blue that it's almost jet. The shape is the most perfect double yet produced. Like a prize-winning dahlia, its symmetrical form is perfection itself! The foliage is strongly girl-type. There's nothing like it in superb violet beauty.

## Red Empress Double . . . \$2<sup>50</sup>

You've been waiting for that RED GIRL DOUBLE and here it is in giant flower form! The flowers actually reach 1½ inches across! The color is about that of Red King—rich, deep and gloriously brilliant! The foliage is the best girl type with deeply scalloped edges and a large cream zone. We think it's a crowning glory to any collection so we called it Red Empress.



## Fantasy Double Girl . . . \$3<sup>00</sup>

A revolutionary new GIRL DOUBLE. The medium blue color (slightly darker than Sailor Girl) is rayed and spotted and streaked with white and light blue . . . and it's DOUBLE . . . a fine large double to 1½ inches across. The foliage is girl type and very dark.

## Jungle Fern . . . \$2<sup>50</sup>

We've always been partial to fine foliage and here is one that we're especially proud of. JUNGLE FERN foliage is cut in segments just like a fern, neat little bits of leaf arranged on both sides of the central stalk . . . a truly revolutionary new type! The flower is large and about the color of Sailor Girl, held erect over the soft, ferny foliage. A true beauty.

## Double Blue Bi-Color . . . \$2<sup>50</sup>

Two tones of blue, one medium, one very deep in a DOUBLE FLOWER. It's new and fine, one of the most colorful flowers in the violet world. The foliage is again a brilliant GIRL type.

## Double Ruby Bi-Color . . \$2<sup>50</sup>

The richest of them all. Imagine a rich ruby-red LARGE DOUBLE flower with the upper petals darker and richer still, almost black-red. Then contrast with this a delightful GIRL foliage, dainty and colorful. That's Ruby Bi-Color . . . a jewel in your violet garden.



## PINK SUNBURST

**RICH PINK WITH  
CRIMSON CENTER**

Visitors who have seen this truly great new pink marvel at its revolutionary coloring. The outer edges of the flower are rich, clear pink, the center of the flower is glowing crimson, the brightest, most intense color you've ever seen in violets. The foliage is light, clear green. It's the most prolific bloomer of any pink violet yet developed. Flowers often show SIX petals!!!

LIMITED  
SUPPLY .....

**\$3<sup>00</sup>**

## DOUBLE FRINGED WHITE . . . . . \$2<sup>75</sup>

You loved Purity Double, now here's a new FRINGED WHITE double that will set you off again! Double Fringed White is something to rave about! It's pure white with the ruffling, and rippling petals you loved in the Fringettes! A really beautiful flower you'll want to own.

## RED PRINCESS . . . . . \$2<sup>00</sup>

This is the new red that connoisseurs are talking about. It's an outstanding color, crimson-wine red, the cleanest and purest red yet. You'll thrill to its rich color.

## EVENING SUNSET . . . . . \$2<sup>50</sup>

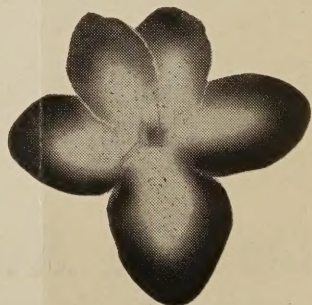
*The most unusual bi-color yet to appear in violets! Its two top petals are overcast with PINK, the three lower petals are light BLUE. It's entrancing, dainty, beautiful! You'll love it at first sight. It's a MUST for you.*

## GENEVA'S DAUGHTER . . . . . \$2<sup>00</sup>

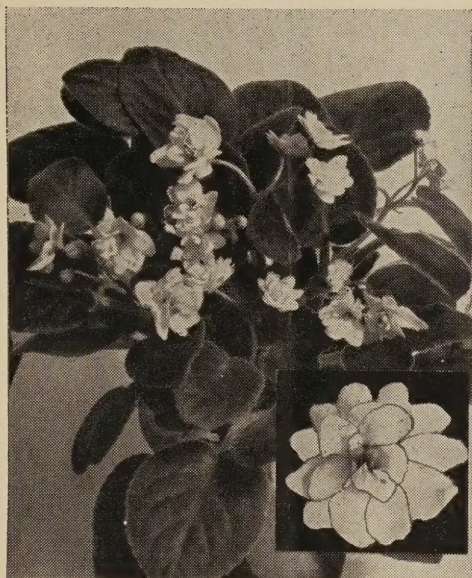
Here's Lady Geneva with GIRL foliage. We knew it had to happen, but it's even more beautiful than we expected! It's brilliant blue with a crisp, sugar-white edge, is magnificent and the girl foliage is a fine companion for the flower.



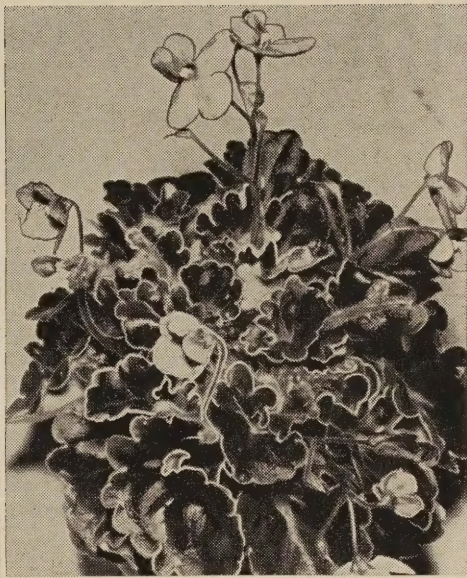
LACY GIRL



TWILIGHT STAR



PURITY



SEAFOAM

## TWILIGHT . . . . . \$2.00

An amazingly beautiful variety. A WHITE STAR against a deep blue background . . . it seems to twinkle and glow with color. We think it's the most gorgeous combination of color yet developed. It stands out in any collection, its unique beauty must be seen to be appreciated. We strongly suggest TWILIGHT be included with your order.

## PAINTED GIRL . . . . . \$1.75

Of all the violets we sell at the greenhouse, Painted Girl is the favorite. More people choose it than almost any other violet because of its rich contrast. The flower is pure white with a crimson-lavender edging around every petal! Girl foliage sets off this beauty perfectly!

## DOUBLE ROSE . . . . . \$2.00

A color never before developed in a DOUBLE . . . a clear, pleasing ROSE color, variegated with white. It's the first of its color, the finest in its type. You'll want DOUBLE ROSE in even the smallest, most select collection.

## SEAFOAM . . . . . \$1.50

Here's the violet that set a new style in foliage! Areas of cream white on the leaves and all rick-racked, curled and ruffled in the daintiest, airiest way imaginable! Flowers are unusually large and stand three to four inches above the foliage for a real bouquet of beauty. The color is a ravishing shade of lavender pink, very rich and sparkling.

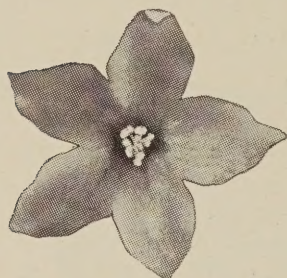
## ORIENTAL GIRL . . . . . \$1.75

An exotic violet of startling contrast! Dark bronze, girl-type foliage with large bi-color flowers in burgundy and orchid. Extremely free-blooming and makes one of the most spectacular shows we ever had in the greenhouse. A MUST.

## ROSETTE RED . . . . . \$1.75

The foliage that looks like a green calla-lily! Leaves are very strong and sturdy, very erect and very scalloped. The leaf blade often forms a little whirlpool at its center. The flower is dark reddish-lavender, round and large.

# STAR SAPPHIRE . . . \$1<sup>75</sup>



STAR SAPPHIRE

This flower shape is unique . . . a perfect 5-POINTED STAR. Each petal is equal in size and pointed and slightly curled at the ends. The color is deep Ceylon blue and the golden anthers come in clusters of 5 or 6 instead of the usual two. Very worthwhile.



## FLOWER POTS

*Made Exclusively For African Violets and House Plants*

• SELF-WATERING

• SELF-FEEDING

• SELF-AERATING



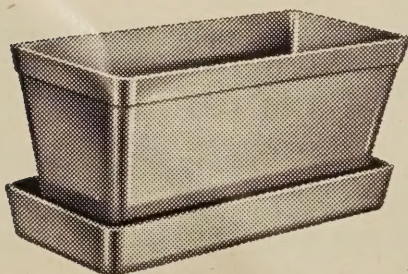
### HYDRO-FED FLOWER POT

A convenient SQUARE pot equal to a 4-inch round pot. Attractive decoration on side. Fine for window sill. 2 pieces. Plastic. Bottom watering. Available in Bronze, Cherry Red, Chartreuse, Forest Green . . . each, postpaid **70c**



### FERT-L-FED FLOWER POT

A very attractive plastic round pot. Two pieces. 5-inch pot size. Bottom watering. Available in Bronze, Cherry Red, Chartreuse, Forest Green . . . postpaid, each **75c**



### PROP-R-FED PLANTER

A well-designed plastic planter, 3½ in. wide, 8 in. long, 3½ in. deep. Contrasting painted decoration. Bottom watering. Available in Bronze, Cherry Red, Chartreuse, Forest Green — each, postpaid

**\$1.00**

# FANCIER'S VARIETIES AT REDUCED PRICES

<b>LADY GENEVA</b> —An all-time favorite, no collection is complete without it. Dark blue with sugar-white edge.....	\$1.25
<b>BLUE-EYED BEAUTY</b> —Big, white flower with blue center.....	\$1.25
<b>DOUBLE NEPTUNE</b> —Dark blue double, with red-backed leaves.....	\$1.00
<b>RED KING</b> —Most free-blooming of the reds. Large flowers.....	\$1.00
<b>ROSE MARIE</b> —An excellent rose color, good foliage.....	\$1.50
<b>VELVET GIRL</b> —Orchid petals tipped with burgundy.....	\$1.25
<b>BLUE HEIRESS</b> —Dupont type with huge flowers and girl leaves.....	\$1.50
<b>SNOW PRINCE</b> —Loads of blooms in best big white.....	\$1.25
<b>WHITE FRINGETTE</b> —A popular violet with rich fringed or ruffled petals and ruffled foliage.....	\$1.25
<b>MAUVETTE FRINGETTE</b> —A dainty, pleasing light lavender Fringette.....	\$1.25
<b>PINK GIRL</b> —Lovely pink, clear and deep with girl leaves.....	\$1.00
<b>GENEVA RAINBOW</b> —The newest Geneva type with burgundy background and a white edge around each petal.....	\$1.50
<b>ORCHID BI-BOY</b> —One of our best selling violets and you'll see why when you receive it. Big white blooms with orchid edges and cleanest green foliage.....	\$1.25
<b>BRONZE BI-COLOR</b> —The best of the bi-colors with vivid blooms and deepest bronze leaves.....	\$1.25
<b>BLACK BEAUTY</b> —Very deep blue of Supreme type—large and of good substance.....	\$1.50

## FIRST AID KIT

TO INSURE  
MORE  
VIGOROUS  
PLANTS—  
LONGER  
BLOOMS

### PROTECT YOUR VIOLETS WITH THIS COMPLETE—NEW—EASY-TO-USE KIT

Now you can give your plants the same kind of protection that professional growers do. Insure vigorous growth, prolong their blooming period and revive weak plants. This easy-to-use African Violet First Aid kit contains everything you need to control or destroy:

Mealy Bugs  
Springtails  
Red Spider

Plant Lice  
Aphids  
Thrips

Cyclamen Mite  
Violet Mite  
Leaf Hoppers

Crown Rot  
Stem Rot  
Broad Mite

Tells you how to control many other types of Violet troubles that do not require the use of insecticides or fungicides.

PLUS a complete bulletin, "African Violet Pests and Diseases", that illustrates each pest so that you may recognize it and apply the proper remedy. IT'S THE FIRST KIT OF ITS KIND THAT SHOWS YOU HOW TO RECOGNIZE VIOLET PESTS THROUGH ACTUAL ILLUSTRATIONS, then gives you the materials and easy-to-follow methods to destroy them.

#### COMPLETE KIT CONTAINS:

1. Bottle of NNOR.
2. Package of SOILENE.
3. Package of fungicide.
4. Package of FERMATE.
5. Illustrated bulletin, "African Violet Pests and Diseases."
6. Bulletin on African Violet care with tips on soils, light, watering, etc.

One kit will protect your plants for months and save many plants you may otherwise have lost. Saving just one of your valuable plants will more than pay for the cost of the kit.

**\$1.75**  
Postpaid

# WHOLESALE PRICE LIST

## If You Order 10 or More Plants

The following plants are for immediate shipment, unless otherwise noted. 2-inch plants are for growing on but many are in bud and bloom. We will ship budded plants whenever possible. 3-inch plants are all in bud and bloom. MINIMUM ORDER 10 PLANTS, may be assorted varieties. All plants are labeled, parathion treated and fed with fertilizer. In case we are low on a variety we will substitute a similar plant unless instructed otherwise. Shipments are sent by Express, charges collect. All express shipments are insured so notify your local agent if goods arrive in damaged condition. Cash with order or C.O.D. Advise your local Express Agent to notify you immediately on arrival in areas not having door-to-door delivery of Express.

	2"	3"		2"	3"
Double Fringed White		\$1.50	Sailor Girl	.45	
Red Princess		1.50	Lacy Girl	.85	
Geneva's Daughter		1.50	Ruffled Beauty		1.50
Twilight	.75		Friiled Blue Delight		1.50
Painted Girl	.75		Ruffled Queen		1.50
Double Rose	.75	1.50	Evening Sunset		1.75
Miniature Elf	.75		Lady Geneva		1.00
Miniature Pixie	.75		Blue-Eyed Beauty	.65	
Seaf foam	.50		Red King	.65	
Oriental Girl	.50		Rose Marie	.75	
Rosette Red	.50		Velvet Girl	.65	
California Dark Plum	.75		Blue Heiress		1.50
Pink Delight	.75		Snow Prince	.50	
Azure Beauty Double	.65		Pink Girl	.65	
Purity Double	.75		Geneva Rainbow	.75	
Star Sapphire	.75	1.00	Bronze Bi-Color	.50	1.00
Fantasy	.75		Black Beauty	.75	
Climbing Violet	.75		Gorgeous Bi-color	.50	
Giant Geneva Pink	1.50		Bronze Queen	.50	
Carmen	.75		Double Orchid	.65	
Orchid Bi-Boy	.65		Red Girl	.45	
Double Delight	.65				
Blue Delight	.50		Detroit Girl	.65	

SEC. 34.66 P.L. & R.  
U.S. POSTAGE

**PAID**

DES MOINES, IOWA  
PERMIT NO. 2284